



## WE INVITE YOU TO JOIN THE GREEN VALLEY INITIATIVE AND BECOME A GREEN VALLEY CITY (JURISDICTION)

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The Green Valley Initiative envisions that the Inland Empire region will be a center of green technology with balanced economic and community development. Its mission is to transform Riverside and San Bernardino counties into a region that integrates people and business with natural resources to create jobs, greater opportunities and a higher quality of life. Regional organizations, the counties and cities, and businesses will work together to accomplish the goal of creating a healthy economic and environmental future.

### **What Cities Need to Do**

Participants joining the Green Valley Initiative will document their participation by resolution or letter, identify a Green Valley coordinator and pledge to address a minimum of five of the listed policy areas shown below, as they are developed:

- 1. Green Building Programs**
- 2. Buy Green/Buy Local**
- 3. Green Business Programs**
- 4. Conservation and Recycling**
- 5. Solar and Alternative Energy**
- 6. Encourage Green Economic Development**
- 7. Green Valley Land Use**
- 8. Green Valley Coordinators**

**The outline below provides additional detail in the following policy recommendation areas below:**

#### **1. Green Building Incentives**

- Develop and support policies for LEED-certifiable (or similar performance) commercial buildings and remodels and incorporate the California Green Builder program for residences.

#### **2. Buy Green/Buy Local**

- Support green and local procurement preferences like ENERGY STAR, California Friendly® and other green labels, including greener fleets and electricity. Recognize organizations that purchase locally grown and manufactured products.



### **3. Green Business Programs**

- Promote businesses that create green products.
- Recognize and support businesses that help employees live close to work and encourage telecommuting.
- Encourage home office and live/work spaces. Encourage utilities to provide high-speed Internet connections to all business and residential areas to increase local jobs and reduce commuting.
- Strongly recommend investment in the Green Valley and local green technology and education.

### **4. Conservation and Recycling**

- Provide recognition and awards for conservation and recommend utilities use rates to encourage conservation and alternative energy use.
- Reduce waste generation, increase reuse or recycling programs, and expand recycled and gray water systems for landscape irrigation. Reduce dependence on forest products by using recycled and locally-produced sustainable materials.

### **5. Solar and Alternative Energy**

- Provide significant motivation to manufacture, deploy and locally use solar and other alternative energy for current/peak needs.
- Reduce roadblocks to using and sharing excess electricity.

### **6. Encourage Green Economic Development**

- Consider expanding economic or free trade zones featuring business inducements and reducing regulatory impediments, fees or charges for green projects that provide jobs.
- Increase the number of green technology and environmental science jobs in the region and the transit capacity freeway alternatives to improve commute times.

### **7. Green Valley Land Use**

- Encourage land uses that provide opportunities for green technology jobs near existing or new housing.
- Focus government infrastructure investments on areas where housing and jobs are coordinated to reduce traffic and emissions.



## **8. Green Valley Coordinators**

- Identify Green Valley coordinators in each organization to collaborate, develop, organize and report on the success of the efforts in the region.

## **Green Valley Development Programs to Support Jurisdictions and Organizations**

### **Greenhouse Gas Inventory and Reduction**

- Support technology development that assists local jurisdictions and businesses in reducing major greenhouse gas sources to encourage the market in these green technologies and reduce local emissions.
- Seek resources for alternative energy and other methods to reduce greenhouse gasses and support businesses that reduce greenhouse gasses.

### **Enhance Quality of Life**

- Seek to identify measures for quality of life in the two counties and improve those areas of greatest need in the region.
- Create a directory of Green Valley organizations and promote their services, products and opportunities and ensure that maximum local, state and federal incentives, bonds and funding are available to these organizations and jurisdictions.

### **For More Information**

Register and login at [www.greenvalleynow.org](http://www.greenvalleynow.org)  
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